
Mgr. Ľudmila Lacková, Ph.D. et Ph.D.

Vice-Dean for Public Relations

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Areas of Responsibility

- Supervision of the Faculty's Public Relations Office
- Optimisation of the Faculty website and social media channels
- Creation and development of the Faculty identity Branding, marketing and media presentation
- Intersectoral cooperation
- Neuromarketing

Profile

Mgr. Ľudmila Lacková, Ph.D. et Ph.D., serves as Director of the International Semiotics Institute and as a member of the Executive Board of the International Society for Biosemiotic Studies. She is Editor-in-Chief of the journal *Linguistic Frontiers* (De Gruyter Open) and a member of the Editorial Board of *Biosemiotics* (Springer Nature). She also serves on the editorial team of the book series *Numanities: Arts and Humanities in Progress* (Springer).

Her most recent monograph, dedicated to the application of Peircean semiotics in contemporary research in biology and linguistics, was published in January 2025 under the title *Language of Life: A Peircean Approach to Living Organisms*. She completed a postdoctoral research fellowship at the Institute for Studies in Pragmaticism at Texas Tech University. She obtained her double doctorate from Palacký University Olomouc and the University of Bologna.

Her current research focuses on cognitive linguistics and biosemiotics in relation to digital communication technologies, biosemiotic approaches to artificial intelligence, semiotics of medicine, and semiotics of marketing.

Professional CV

- [Professional CV: Mgr. Ľudmila Lacková, Ph.D. et Ph.D.](#)